DOCUMENT RESUME

ED 232 752 JC 830 402

TITLE	Major Problems and Economic Outlook of Anne Arundel County Residents--Results of a Telephone Survey Conducted between May 16-June 2, 1983.
INSTITUTION	Anne Arundel Community Coll., Arnold, MD. Center for the Study of Local Issues.
PUB DATE	1 Jul 83
NOTE	26p.
PUB TYPE	Reports - Research/Technical (143) -- Statistical Data (110)
EDRS PRICE	MF01/PC02 Plus Postage.
DESCRIPTORS	Age; *Community Attitudes; *Community Problems; Community Surveys; *Economic Climate; Educational Attainment; Ethnicity; Females; Income; Individual Characteristics; Males; *Public Opinion
IDENTIFIERS	*Maryland (Anne Arundel County)

ABSTRACT

In spring 1983. a telephone survey was conducted by the Center for the Study of Local Issues (CSLI) at Anne Arundel Community College to determine public perceptions of Anne Arundel County, to assess the economic potential of distributing study results, to test CSLI procedures for gathering data by telephone, and to train CSLI student interns in telephone survey methodology. County residents were asked to identify the most important problem facing the area and to respond to questions about their economic outlook. The sample of 300 completed surveys was weighted to bring it into line with county age and sex distributions. Selected findings included the following: (1) 54% of the sample felt that Anne Arundel County residents faced some major problem at the current time, with taxes being identified most frequently, followed by county growth/crowding, sewage problems, and crime; (2) 54% of the respondents felt they would be better off financially in the next year, while 35.9% felt their financial situation would not improve; (3) 67.3% expected the economy to improve within the next year or so; and (4) 39.3% indicated that "now is the time to buy things that you want and need," while 33.1% felt "it is a good time to wait" on purchases. The study report breaks down responses by sex, age, race, personal income, education, and occupation. (AYC)

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Major Problems and Economic Outlook of Anne Arundel County Residents

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Results of a Telephone Survey
conducted between May 16 - June 2, 1983

by

The Center for the Study of Local Issues
Anne Arundel Community College
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VC 830 402

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BACKGROUND

The Center for the Study of Local Issues (CSLI) is a non-profit research agency established at Anne Arundel Community College, Arnold, Maryland in 1978. The CSLI mission is to facilitate faculty and student research on local issues to better understand the community. Research is regularly conducted for local government departments and non-profit associations. In addition, the CSLI also sponsors social surveys, workshops and seminars for pedagogic research and community service purposes.

The research report "Major Problems and Economic Outlook of Anne Arundel County Residents" was based on a telephone survey of Anne Arundel County residents. The purposes of the survey were the following:

1. To retrieve public perceptions about Anne Arundel County.
2. To assess the economic potential inherent in the distribution of retrieved information.
3. To test CSLI procedures for gathering data by telephone.
4. To train CSLI student interns in telephone survey methodology.

This study was conceived as a test vehicle for a periodic report on the perceptions of county residents. As such, it provides the CSLI with practical experience and a base for estimating the cost of future surveys. A regular quarterly survey would provide CSLI researchers with valuable longitudinal data, changes in community perceptions, not currently available. The report is written in a style which simplifies reading while providing the essential findings.

METHOD

Between May 16 and June 2, 1983 a telephone survey of adult Anne Arundel County residents was conducted by staff, interns, and volunteers of the Center for the Study of Local Issues (CSLI). The questions reflected two (2) areas of concern:

1. Major problems facing Anne Arundel County residents.
2. Economic outlook of County residents.

Questionnaire construction was completed by faculty and interns of CSLI. Questions on problems facing County residents were constructed by Center staff. Economic outlook questions replicated those commonly asked in public opinion surveys.

These questions were:

1. Do you believe that Anne Arundel County residents face any major problems at the present time?

   IF "YES" ...

   What is the most important problem facing the residents of Anne Arundel County at the present time?

2. Do you think that one year from now you will be better off financially?

3. In the next year or so do you expect the economy to get better?

4. Do you think that -

   now is the time to buy the things that you want and need

   or, is it a good time to wait

   or, sometime in between?

In addition, the respondents age, personal income, occupation, education, race and sex were collected.

The target population in this research was all adults (18 years of age or older) noninstitutionalized, living in households with telephones in Anne Arundel County. Sampling this population utilized a two-stage probability sampling design. A list of active telephone exchanges covering Anne Arundel County was derived. Calls in each

exchange were placed employing a random-digit dialing technique. The number of calls completed in each exchange was distributed in proportion to the number of telephone numbers in the exchange. To avoid the likely undersampling of young adult males, a respondent selection technique was employed which intentionally over-sampled males. The procedure produced a sample of 300 completed surveys. The refusal rate was 22%. This survey did not employ a test for nonresponse bias.

To compensate for oversampling of males and the disproportinate distribution of some variables in the study, the sample was weighted to bring it in line with County age and sex distributions. This procedure also produced minimal effects on other variables in the study. Table 1 reveals the actual sample distribution and the weighted distribution. All results in this report are based on the weighted sample.

Using this sampling procedure, the confidence interval around the central findings in the survey (Tables 2,3,4, and 5) is $\pm$ 6% at a 95% level. In other words, 95 times out of 100 the actual result in the sampled population will fall within a range $\pm$ 6% of the reported finding. It should be noted that this is not the case for cross group comparisons (between categories of age, race, or categories of occupation, for example) where the confidence interval is much greater and, hence less precise.

Shortcomings in the sampling and surveying procedure were relatively few and are identified below. Telephone surveys will inherently exclude persons without telephones. This means that social groupings which are less likely to have a telephone due to its expense (for example, lower income households) will be undersampled. Likewise,

racial and ethnic minorities are likely to be undersampled. This outcome was experienced in this sample as well. This sample underrepresents Black, Hispanic, and other racial background groups of Anne Arundel County residents. Due to this problem cross-racial comparisons are useful only in the most general sense. Research outcomes fall within a confidence band between ± 12% and ± 20%.

SUMMARY OF FINDINGS

- When we asked respondents if Anne Arundel County residents face any major problems at the present time, over one-half said "Yes" (54%). See Table 2.
- While 45% of the sample indicated that County residents faced "no major problems at the current time", almost one-fifth (19.6%) reported taxes to be the most important major problem currently facing the County. Concern over taxes was by far the most frequently identified problem. This issue was followed by a concern for County Growth/Crowding (5.3%), Sewage Problems (4.7%), and Crime (3.9%). See Table 3.
- Over one-half of the respondents (54%) thought they would be better off financially in the next year, with slightly over one-third (35.9%) believing they would not be better off. See Table 4.
- Two-fifths of the respondents (39.3%) felt that now is the time to buy the things that they want and need. One-third (33.1%) felt it was better to wait before making purchases and one-fifth (21.4%) felt the best time to buy was "sometime in between." See Table 5.

TABLE 1: ACTUAL AND WEIGHTED SAMPLE
SOCIAL AND DEMOGRAPHIC CHARACTERISTICS

(N = 300)

Characteristics	Percent	
	Actual	Weighted
AGE		
18-24	17.0	20.3
25-34	23.0	25.1
35-44	22.0	18.9
45-54	16.3	14.9
55-64	10.3	11.3
65+	10.7	9.6
Unknown	.7	----
SEX		
Male	58.0	50.9
Female	42.0	49.1
RACE		
Black	7.3	7.7
White	89.0	89.3
Hispanic	.3	.3
Other	2.0	2.1
Unknown	1.3	.6
EDUCATION		
8 years or less of grade school	4.0	3.8
Some High School	9.3	9.1
Completed High School	29.7	31.8
Some College	27.3	27.9
Completed College	12.7	12.1
Post Graduate Work	15.7	14.9
No Response	1.3	.6
PERSONAL INCOME		
Less than $2,500	9.0	10.4
$2,500 to $5,000	6.7	7.8
$5,000 to $10,000	6.0	6.3
$10,000 to $15,000	15.0	15.2
$15,000 to $20,000	13.3	14.1
$20,000 to $25,000	11.3	11.3
$25,000 to $30,000	8.7	8.4
$30,000 or more	24.0	21.4
No Response	6.0	5.2

TABLE 2: BELIEVE ANNE ARUNDEL COUNTY RESIDENTS FACE MAJOR PROBLEMS

	Percent			
	Yes	No	Don't Know	No Response
Do you believe that Anne Arundel County residents face any major problems at the present time:	54.0	30.9	13.8	1.3

TABLE 3: MOST IMPORTANT MAJOR PROBLEMS FACING RESIDENTS OF ANNE ARUNDEL COUNTY

(N = 300)

Problem	Percent
No Problem	45.0
Taxes	19.6
County Growth/ Crowding (including overpopulation, zoning enforcement)	5.3
Sewer Service	4.7
Crime (including drugs, vandalism)	3.9
Education	3.1
Pollution (including Bay pollution, chemical waste)	2.9
Unemployment	2.7
Roads and Streets	2.5
General Economic Problems	1.5
County Budget	1.5
Traffic Control (including drunk driving)	1.1
Housing (Shortage/Cost)	1.1
Transportation	.6

Other*	4.4

*The category "Other" includes a variety of unique responses.

TABLE 4: ECONOMIC OUTLOOK OF ANNE ARUNDEL COUNTY RESIDENTS

	Percent			
	Yes	No	Don't Know	No Response
Do you think that one year from now you will be better off financially?	54.0	35.9	9.3	.7
In the next year or so do you expect the economy to get better.	67.5	23.3	8.4	.8

TABLE 5: ANNE ARUNDEL COUNTY RESIDENTS' INTENTION TO BUY

	Percent
Do you think that -	
now is the time to buy the things that you want and need;	39.3
or, is it a good time to wait;	33.1
or, sometime in between?	21.4
Don't Know	3.2
Undecided	2.3
No Response	.6

EXPANDED FINDINGS: MAJOR PROBLEMS?

Question #1:

"Do you believe that Anne Arundel County residents face any major problems at the present time?" See Table 6.

- Sex Equivalent proportions of women (54.1%) and men (54.0%) indicated that Anne Arundel County faced major problems. Women reported a higher proportion of uncertainty on this issue than their male counterparts (19.0% female, 8.7% male).
- Age The proportion of respondents agreeing that County residents face major problems increased with age, with a distinct difference between the younger (18-24 year olds, 36.8% "Yes") and all older respondents (all categories over 50%).
- Race Roughly one-half of the Whites and one-third of the Blacks in the sample indicated that County residents faced major problems.
- Personal Income Of those who reported their incomes the percent of those who believed that residents face major problems generally increased as income increased. Meanwhile, percentages reporting uncertainty ("don't know") declined as income increased.
- Education The proportion which agreed that major problems exist was somewhat lower for those with less education than those with more education.

- Occupation Those who identified their occupation as retirees (70.4%) and homemakers (62.5%) expressed the highest levels of agreement that County residents face major problems. However, students (31.0%) and unemployed persons (39.7%) reported the lowest percentage of agreement.

Question #2:

"What is the most important problem facing the residents of Anne Arundel County at the present time?" See Table 7. The top three (3) problems cited by the majority of respondents are reported here.

	First	Second	Third
Sex			
Women	No problem	Taxes	County Growth
Men	No problem	Taxes	County Growth
Age			
18-24	No problem	Taxes	Pollution
25-34	No problem	Taxes	County Growth
35-44	No problem	Taxes	County Growth
45-54	No problem	Taxes	Other
55-64	No problem	Taxes	Sewers
65+	Taxes	No problem	Other
Race			
Black	No problem	Unemployment	Crime
White	No problem	Taxes	County Growth
Personal Income			
Less than $10,000	No problem	Taxes	Crime
$10-20,000	No problem	Taxes	County Growth
$20-30,000	No problem	Taxes	County Growth
$30,000	No problem	Taxes	Sewers

	First	Second	Third
Education			
High School or less	No problem	Taxes	Other
High School Degree	No problem	Taxes	Crime
Some College	No problem	Taxes	Sewers
Completed College	No problem	Taxes	County Growth
Post Graduate	No problem	Taxes	County Growth
Occupation			
Professional/ Managerial	No problem	Taxes	County Growth
Clerical/ Sales	No problem	Taxes	Sewers
Craftsman/ Foreman	No problem	Taxes	Crime
Homemaker	No problem	Taxes	Sewers
*Student	No problem	Sewers	Taxes/Crime
*Unemployed	No problem	Pollution	Housing Costs
Retired	Taxes	No problem	Other

(*Very small sample size)

EXPANDED FINDINGS: ECONOMIC OUTLOOK

Question #3:

"Do you think that one year from now you will be better off financially?" See Table 8.

- Sex Men (58.2%) appeared slightly more likely to support the opinion that they will be better off financially in the next year than were women (49.8%).
- Age The occurrence of the belief that financial improvement would occur within the year, tended to decrease with age. The margin of difference between the youngest and oldest respondents (18-24, 71.8% "Yes") was over 50%

- Race While Whites were slightly more likely to be supportive, approximately one-half of the Blacks and one-half of Whites expected to be better off financially in the next year.
- Personal Income For those under $30,000 roughly one-half agreed that they would be better off in the next year while over two-thirds (68.8%) in the $30,000+ range expected this improvement.
- Education The proportion of those who believe that financial improvement would occur in the next year increased markedly with an increase in education. Respondents with less than high school education expressed a relatively high degree of uncertainty (20.8%, "don't know").
- Occupation Nine out of ten unemployed respondents and approximately two-thirds of respondents in the Professional/Managerial category expected financial improvement. In contrast, over one-half of the Clerical/Sales, Craftsman/Foreman and students categories expected such improvement.

Question #4:

"In the next year or so do you expect the economy to get better?" By selected characteristics. See Table 9.

- Sex A greater proportion of men than women expect the "economy to get better." Three quarters (74%) of the male respondents and three-fifths (60.1%) of the female respondents answered "Yes" to this item.
- Age As age increased the percent expecting the economy to improve decreased with about three-quarters of 18-24 year olds responding "Yes" versus over one-half of the 65+ year olds.
- Race One-half of the Blacks surveyed and two-thirds of the Whites expect the economy to be better this year.

- Personal Income As the income of respondents increased the percent expecting economic improvement increased.
- Education Increase in the amount of formal education among respondents reflected an increase in expectation of economic improvement. Those with less than a high school education showed a relatively high degree of uncertainty (18.8%, "don't know").
- Occupation Professional-Managerial (77.9%), Craftsman-Foreman (73.6%), Unemployed (68.0%) and Student (66.4%) categories showed the greatest support for expectation of economic recovery. Retirees and Homemakers showed the highest degree of uncertainty (29.4% and 19.5% "don't know", respectively).

Question #5:

"Do you think that -

now is the time to buy the things that you want and need?

or, is it a good time to wait?

or, sometime in between?" See Table 10.

- Sex When comparing categories of responses within each sex category:

women are evenly divided between buying now and waiting.
men are most likely to buy now

- Age When comparing categories of responses within each age group:

18-24 year olds are most likely to wait.
25-34 year olds are most likely to buy now.
35-44 year olds are most likely to wait.
45-54 year olds are most likely to buy now.
55-64 year olds are most likely to buy now.
65+ year olds are most likely to buy now.

- Race Two-fifths of the Whites felt now was the time to buy contrasted with over one-half of the Blacks in the survey.
- Personal Income When comparing categories of responses within each income group:

  Respondents reporting less than $10,000 personal income are most likely to wait.

  Respondents reporting $10-20,000 personal income are most likely to wait.

  Respondents reporting $20-30,000 personal income are most likely to buy now.

  Respondents reporting $30,000+ personal income are most likely to buy now.

- Education When comparing categories of responses with each education group:

  Some high school or less respondents are most likely to buy now.

  High school degree respondents are most likely to wait.

  Some college respondents are most likely to buy now.

  Completed college respondents are most likely to buy now.

  Post graduate respondents are most likely to buy now.

- Occupation When comparing categories of responses within each occupation group:

  Professional/Managerial respondents are most likely to buy now.

  Clerical/Sales respondents are most likely to wait.

  Craftsman/Foreman respondents are most likely to wait.

  Homemaker respondents are most likely to wait.

  Student respondents are most likely to buy now.

  Unemployed respondents are most likely to wait.

  Retired respondents are most likely to buy now.

CONCLUSION

Three of the four basic goals of this telephone survey were successfully accomplished. These were: the retrieval of information about public perceptions in Anne Arundel County, the testing of CSLI procedures for gathering information by telephone, and the training of CSLI student interns and volunteers. The completion of data-gathering and analysis procedures by the CSLI has proven to have substantial pedagogic value for all participants. The generation of previously unknown information about County residents' attitudes has intrinsic academic value.

The success of the final goal of the survey - "To assess the economic potential inherent in the distribution of retrieval information" - remains unkrown at this time. Approximately 2,000 members of political, business, and community association groups were contacted via direct mail. The survey was made available for $10.00 per copy ($5.00 for five (5) or more copies). Future surveys of this nature will depend upon a cost/impact analysis of their support.

TABLE #6

QUESTION #1:
"Do you believe that Anne Arundel County residents face any major problems at the present time?"

By Demographic and Social Characteristics

Characteriscics		Percent Yes	No	Don't Know	No Answer	Total	(N)
SEX							
	Male	54.0	34.9	8.7	2.5	100	153
	Female	54.1	26.9	19.0	0.0	100	147
AGE							
	18-24	36.8	50.1	13.1	0.0	100	61
	25-34	51.3	32.8	13.2	2.7	100	75
	35-44	67.4	20.7	11.8	0.0	100	57
	45-54	53.2	24.0	18.9	3.9	100	45
	55-64	61.0	26.0	13.0	0.0	100	34
	65 +	64.4	22.2	13.4	0.0	100	29
RACE							
	Black	31.7	37.8	30.5	0.0	100	23
	White	55.9	30.7	12.0	1.4	100	268
PERSONAL INCOME							
	Less than $10,000	38.9	43.8	17.3	0.0	100	73
	$10-20,000	52.5	30.4	15.9	1.2	100	88
	$20-30,000	54.9	27.8	15.7	1.7	100	59
	$30,000	64.0	27.4	7.3	1.4	100	64
	No Response	89.9	0.0	4.4	5.6	100	16
EDUCATION							
	Some High School or less	42.5	39.3	18.2	0.0	100	39
	High School Degree	50.6	35.6	13.8	0.0	100	95
	Some College	61.5	29.0	8.3	1.2	100	84
	Completed College	58.2	18.4	15.8	7.6	100	36
	Post Graduate	52.4	28.7	19.0	0.0	100	45
	No Response	100	0.0	0.0	0.0	100	2
OCCUPATION							
	Professional Management	54.9	25.8	16.8	2.5	100	110
	Clerical-Sales	53.7	31.1	15.1	0.0	100	46
	Craftsman Foreman	45.6	49.8	2.3	2.3	100	45
	Homemaker	62.5	20.1	17.5	0.0	100	32
	Student	31.0	54.2	14.8	0.0	100	17
	Unemployed	39.7	39.0	21.4	0.0	100	11
	Retired	70.4	22.1	7.5	0.0	100	30
	No Response	63.1	12.1	24.8	0.0	100	9

TABLE #7

QUESTION #2: MAJOR PROBLEMS FACING ANNE ARUNDEL COUNTY RESIDENTS
By
CHARACTERISTICS: Demographic & Social

	Percent																
	No Problems	Education	Roads & Streets	Traffic Control	Sewage Service	Crime	County Growth	Transportation	Unemployment	General Economics	Taxes	County Budget	Pollution	Housing Cost-AVA	Other	Total	(N)
SEX																	
Male	44.2	1.6	1.2	1.5	4.1	4.0	4.5	1.1	1.3	2.2	24.5	2.2	4.0	0.7	2.8	100	(152)
Female	45.9	4.6	3.8	0.7	5.3	3.8	6.2	0.0	4.1	0.8	14.6	0.8	1.8	1.6	6.0	100	(147)
AGE																	
18-24	63.2	0.0	0.0	1.7	4.8	5.1	1.7	0.0	4.1	0.0	8.6	0.0	5.8	0.0	4.8	100	(61)
25-34	47.4	3.1	2.9	0.0	4.3	4.5	7.4	0.0	2.9	1.4	13.0	2.9	2.9	4.5	2.9	100	(75)
35-44	32.6	6.5	2.0	1.2	4.5	3.3	10.6	1.2	2.0	4.5	22.3	2.4	3.6	0.0	3.3	100	(57)
45-54	42.9	2.1	4.1	2.1	1.9	2.1	6.0	0.0	2.1	0.0	26.5	0.0	1.9	0.0	8.0	100	(45)
55-64	39.0	6.5	7.0	0.0	9.5	3.5	0.0	3.0	0.0	3.0	25.5	3.0	0.0	0.0	0.0	100	(34)
65+	35.6	0.0	0.0	2.2	4.5	4.3	2.2	0.0	4.5	0.0	37.6	0.0	0.0	0.0	9.1	100	(29)
RACE																	
Black	68.3	0.0	0.0	0.0	0.0	9.2	0.0	0.0	9.5	0.0	7.4	0.0	0.0	0.0	5.6	100	(23)
White	43.0	3.4	2.8	1.2	5.3	3.3	5.9	0.6	1.9	1.7	20.5	1.3	3.2	1.3	4.4	100	(268)
PERSONAL INCOME																	
Less than 10,000	61.1	0.9	1.6	0.0	3.6	6.7	0.0	1.4	5.4	0.0	11.2	1.4	0.9	0.0	5.8	100	(73)
10-20,000	46.3	2.5	1.2	1.9	2.8	3.2	8.6	0.0	1.2	1.3	19.7	1.2	4.0	1.2	5.0	100	(88)
20-30,000	43.4	2.0	3.9	0.0	3.7	2.0	5.7	0.0	2.0	2.9	22.2	3.1	3.2	4.0	2.0	100	(59)
30,000+	34.9	8.0	1.4	2.6	8.5	1.8	7.9	1.1	0.0	1.1	24.3	1.1	2.1	0.0	5.3	100	(64)
No response	10.1	0.0	13.9	0.0	8.4	10.6	0.0	0.0	12.9	6.5	30.2	0.0	7.5	0.0	0.0	100	(14)

TABLE #7 - (continued)

QUESTION #2: (Continued)

MAJOR PROBLEMS FACING ANNE ARUNDEL COUNTY RESIDENTS
By
CHARACTERISTICS: Demographic & Social

Percent

	No Problems	Education	Roads & Streets	Traffic Control	Sewage Service	Crime	COUNTY GROWTH	Transportation	Unemployment	General Economics	Taxes	County Budget	Pollution	Housing Cost-AVA	Other	Total	(N)
EDUCATION																	
High School or less	57.5	0.0	3.1	4.3	0.0	2.6	0.0	0.0	3.0	0.0	19.4	2.6	1.8	0.0	5.6	100	(39)
High School Degree	49.4	3.7	1.0	0.0	3.9	8.3	4.8	1.1	1.1	1.9	17.1	1.1	3.9	0.0	2.9	100	(95)
Some College	38.7	3.2	2.8	0.0	7.6	0.0	3.8	0.8	4.5	0.8	28.3	0.8	2.3	1.2	5.2	100	(84)
Completed College	36.6	0.0	2.4	4.6	8.0	2.9	11.5	0.0	0.0	0.0	19.7	1.9	2.8	3.2	6.4	100	(36)
Post Graduate	45.4	6.3	4.9	0.0	2.6	2.6	9.0	0.0	2.6	4.6	9.7	2.6	3.1	2.6	3.5	100	(45)
No response	0.0	0.0	0.0	0.0	0.0	37.3	0.0	0.0	62.7	0.0	0.0	0.0	0.0	0.0	0.0	100	(2)
OCCUPATION																	
Professial/ Managerial	43.5	2.7	3.8	1.5	4.4	3.1	6.6	0.6	1.0	1.5	18.0	1.7	3.9	2.1	5.9	100	(110)
Clerical/ Sales	46.3	4.6	0.0	0.0	9.4	2.1	7.1	0.0	5.3	1.5	22.2	1.5	0.0	0.0	0.0	100	(46)
Craftsman/ Foreman	52.1	0.0	2.6	1.5	2.3	6.5	6.1	0.0	0.0	0.0	17.2	2.3	2.3	2.3	4.9	100	(45)
Homemaker	37.5	3.7	6.7	3.0	7.4	3.6	3.6	0.0	3.7	3.6	22.4	0.0	4.6	0.0	0.0	100	(32)
Student	69.0	4.1	0.0	0.0	8.7	6.1	0.0	0.0	6.0	0.0	6.1	0.0	0.0	0.0	0.0	100	(17)
Unemployed	60.3	0.0	0.0	0.0	0.0	9.3	0.0	0.0	0.0	0.0	0.0	0.0	17.0	0.0	13.4	100	(11)
Retired	29.6	7.3	0.0	0.0	0.0	2.1	2.1	3.4	4.3	3.4	36.4	0.0	0.0	0.0	11.5	100	(30)
No response	36.9	0.0	0.0	0.0	0.0	7.2	10.1	0.0	12.1	0.0	22.0	11.7	0.0	0.0	0.0	100	(9)

TABLE #8

QUESTION #3:
"Do you think that one year from now you will be better off financially?"

By Demographic and Social Characteristics

Characteristics	Yes	No	Percent Don't Know	No Answer	Total	(N)
SEX						
Male	58.2	30.5	10.7	0.7	100	153
Female	49.8	41.5	7.9	0.9	100	147
AGE						
18-24	71.8	20.6	5.8	1.7	100	61
25-34	56.5	37.9	5.6	0.0	100	75
35-44	59.3	24.8	15.8	0.0	100	57
45-54	46.6	41.1	12.3	0.0	100	45
55-64	48.5	42.5	9.0	0.0	100	34
65+	17.7	68.7	9.1	4.5	100	29
RACE						
Black	49.3	36.9	13.8	0.0	100	23
White	55.1	36.3	7.7	0.9	100	268
PERSONAL INCOME						
Less than $10,000	54.6	35.7	8.3	1.4	100	73
$10-20,000	53.1	41.6	5.3	0.0	100	88
$20-30,000	47.8	40.3	11.9	0.0	100	59
$30,000+	68.8	24.2	7.0	0.0	100	64
No response	19.7	36.1	35.8	8.4	100	16
EDUCATION						
Some High School or less	37.1	42.1	20.8	0.0	100	39
High School Degree	49.0	42.7	7.2	1.1	100	95
Some College	55.6	34.5	8.3	1.6	100	84
Completed College	72.4	19.7	7.9	0.0	100	36
Post Graduate	63.6	31.5	4.9	0.0	100	45
No Response	0.0	37.3	62.7	0.0	100	2
OCCUPATION						
Professional/ Management	64.2	26.8	7.8	1.2	100	110
Clerical-Sales	57.0	36.5	6.5	0.0	100	46
Craftsman/Foreman	57.2	32.0	10.8	0.0	100	45
Homemaker	30.2	50.8	19.0	0.0	100	32
Student	53.1	40.8	0.0	6.1	100	17
Unemployed	90.7	9.3	0.0	0.0	100	11
Retired	25.0	67.3	7.7	0.0	100	30
No Response	36.6	27.4	35.9	0.0	100	9

TABLE #9

QUESTION #4:
"In the next year or so do you expect the economy to get better?"
By Demographic and Social Characteristics

Characteristics	Yes	No	Percent Don't Know	No Answer	Total	(N)
SEX						
Male	74.6	18.8	5.7	0.9	100	153
Female	60.1	27.9	11.3	0.8	100	147
AGE						
18-24	73.8	24.5	1.7	0.0	100	61
25-34	69.3	23.3	7.4	0.0	100	75
35-44	68.7	22.7	5.3	3.3	100	57
45-54	69.2	26.5	4.3	0.0	100	45
55-64	58.0	26.0	16.0	0.0	100	34
65+	55.5	13.2	29.1	2.2	100	29
RACE						
Black	55.8	25.0	14.2	5.0	100	23
White	68.9	23.7	6.9	0.5	100	268
PERSONAL INCOME						
Less than $10,000	61.3	29.5	9.2	0.0	100	73
$10-20,000	69.2	22.5	7.6	0.7	100	88
$20-30,000	71.0	18.6	7.2	3.1	100	59
$30,000+	72.8	24.3	2.9	0.0	100	64
EDUCATION						
Some High School or less	57.2	22.3	18.8	1.6	100	39
High School Degree	62.5	28.3	9.2	0.0	100	95
Some College	72.4	21.8	4.9	0.8	100	84
Completed College	76.4	18.7	4.9	0.0	100	36
Post Graduate	70.7	19.2	7.5	2.6	100	45
No Response	62.7	37.3	0.0	0.0	100	2
OCCUPATION						
Professional/ Management	77.9	17.4	3.0	1.7	100	110
Clerical-Sales	57.1	36.5	6.4	0.0	100	46
Craftsman/Foreman	73.6	21.8	4.6	0.0	100	45
Homemaker	56.5	25.0	18.5	0.0	100	32
Student	66.4	33.6	0.0	0.0	100	17
Unemployed	68.0	22.7	9.3	0.0	100	11
Retired	50.7	17.8	29.4	2.1	100	30
No Response	57.9	28.5	13.6	0.0	100	9

TABLE #10

QUESTION #5:
"Do you think that

now is the time to buy the things that you want and need?
or, is it a good time to wait?
or, something in between?"

By Demographic and Social Characteristics

Characteristics	Buy Now	Time to Wait	In Between	Don't Know	Undecided	No Response	Total	(NO
				Percent				
SEX								
Male	40.6	30.2	23.9	4.2	0.7	0.4	100	153
Female	38.0	36.1	18.8	2.3	4.1	0.8	100	147
AGE								
18-24	30.9	40.6	26.8	1.7	0.0	0.0	100	61
25-34	45.1	30.1	20.4	2.9	1.6	0.0	100	75
35-44	31.3	32.9	29.3	2.4	4.1	0.0	100	57
45-54	41.1	34.7	18.1	6.0	0.0	0.0	100	45
55-64	41.5	29.5	15.5	3.5	6.5	3.5	100	34
65+	52.9	27.0	9.1	4.3	4.5	2.2	100	29
RACE								
Black	53.4	34.0	7.5	0.0	5.1	0.0	100	23
White	38.7	32.0	22.8	3.6	2.2	0.7	100	268
PERSONAL INCOME								
Less than $10,000	31.4	41.4	23.2	0.8	1.6	1.6	100	73
$10-20,000	36.0	39.3	16.7	5.5	2.5	0.0	100	88
$20-30,000	50.8	29.5	18.7	0.0	0.0	1.0	100	59
$30,000	46.4	16.8	30.7	2.4	3.7	0.0	100	64
No Response	23.3	39.7	11.0	17.7	8.4	0.0	100	16
EDUCATION								
Some High School or less	44.1	39.7	9.0	7.2	0.0	0.0	100	39
High School Degree	35.7	39.4	15.9	3.5	3.5	1.9	100	95
Some College	36.6	29.9	28.3	2.2	3.0	0.0	100	84
Completed College	47.7	29.0	18.5	4.8	0.0	0.0	100	36
Post Graduate	42.9	20.6	33.9	0.0	2.6	0.0	100	45
No Response	0.0	100.0	0.0	0.0	0.0	0.0	100	2
OCCUPATION								
Professional/ Management	44.7	25.5	26.0	2.6	1.2	0.0	100	110
Clerical-Sales	33.4	33.7	23.1	0.0	7.2	2.6	100	46
Craftsman/ Foreman	34.8	36.0	19.0	10.3	0.0	0.0	100	45
Homemaker	32.5	41.2	23.3	3.0	0.0	0.0	100	32
Student	48.0	33.6	18.4	0.0	0.0	0.0	100	17
Unemployed	9.3	66.6	13.4	0.0	10.7	0.0	100	11
Retired	53.8	29.3	6.7	4.1	4.0	2.1	100	30
No Response	22.2	52.3	25.5	0.0	0.0	0.0	100	9

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